

## ABTA's Business Resilience Webinar Series

### Maximising Brand Awareness During the Coronavirus Crisis

17 June 2020

10:30 – 12:00

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10:30	<b>Welcome from the moderator</b> <b>Alice Catterall</b> , Head of Events and Partnerships, <b>ABTA</b>
10:35	<b>Current consumer sentiment</b> <ul style="list-style-type: none"><li>Results and insights from Global Studies during Covid-19 including 'Mood of Nation'</li></ul> <b>Sarah Wordsworth</b> , Senior Commercial Insight Executive, <b>Global, The Media &amp; Entertainment Group</b> <i>To be joined for Q&amp;A by Alison Page</i> , Director of Client Development, <b>Global, The Media &amp; Entertainment Group</b>
10:50	<b>Your customer base – maximising brand awareness and engagement</b> <ul style="list-style-type: none"><li>Engaging with your existing customer database via email</li><li>What can you be doing now to keep your brand alive without selling?</li><li>Industry examples</li></ul> <b>Komal Helyer</b> , Director of Strategy, <b>Pure360</b>
11:05	<b>Building consumer confidence through your marketing and communications campaigns</b> <ul style="list-style-type: none"><li>Adapting to new customer expectations and concerns via marketing channels</li><li>Building trust in your brand and product safety</li><li>Your messaging – how to get the balance right</li></ul> <b>Debbie Flynn</b> , Managing Partner, <b>Brighter Group, a Finn Partners Company</b>
11:20	<b>Maximising your website and broader digital content</b> <ul style="list-style-type: none"><li>Ideas on how to produce inspiring 'dreaming phase' content</li><li>Balancing existing customers with new enquiries via your website</li><li>Social media</li></ul> <b>Andy Headington</b> , CEO, <b>Adido</b>
11:35	<b>Panel Q&amp;A</b> <b>Moderated by Alice Catterall</b> , Head of Events and Partnerships, <b>ABTA</b>
12:00	<b>Close</b>

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## Speaker profiles



**Sarah Wordsworth, Senior Commercial Insight Executive, Global, The Media & Entertainment Group**

Sarah Wordsworth is a Senior Insight Executive at Global, The Media & Entertainment Group. Sarah has experience in market research as well as commercial insights, with a passion for driving revenue through understanding consumers and their behaviors. Since joining the Commercial Insight team at Global back in 2017, she has worked on numerous research projects exploring trends in travel, as well as delving into the travel consumer, and has been instrumental in supporting Global as a ‘voice for travel’.



**Alison Page, Director of Client Development, Global, The Media & Entertainment Group**

Alison Page is Director of Client Development at Global, The Media & Entertainment Group. Ali is an experienced brand sales specialist with a passion for driving revenues and brand engagement in the client sector. She has been instrumental in establishing Global as a ‘voice for travel’. Ali has set up numerous specialist teams throughout her time in the industry. Her growing Client Team develops categories and clients across the extensive audio, outdoor and DAX (digital ad exchange) products in the Global portfolio. Ali has worked in the media industry for 32 years, starting off in TV straight from university and then joining the Commercial Radio Industry at the beginning of its resurgence in the early 90s.



## Maximising Brand Awareness During the Coronavirus Crisis



**Komal Helyer, Director of Strategy, Pure360**

Recently awarded Corporate Business Woman of the Year at the Business Women's Excellence Awards, Komal brings 20 years of email and digital experience. She has a deep understanding of marketing strategy, a marketer's needs and how that translates into the use of marketing technology. She leads the Pure360 marketing team with a focus on market positioning, market growth strategies and customer lifecycle marketing. Komal has worked with global leading brands including HSBC, Carphone Warehouse and Black & Decker, helping them get the best results from their email and digital marketing. Komal is a DMA Email Marketing Councillor, the Chair of the DMA Email Council Outreach Hub and is also an awards judge at the DMA and eCommerce Awards.



**Debbie Flynn, Managing Partner, Brighter Group, a Finn Partners Company**

Debbie, Managing Partner is the Founder and Chief Executive Officer of The Brighter Group, now a FINN Partners company, and has been cited by the PR Week Power Book as 'the well networked travel PR supremo.' And in 2020, Debbie was listed as one of the top 10 PR influencers in the travel sector. A key player in the industry, Debbie sits on the Global Tourism Resilience Council and the judging panel for the International Peace Through Tourism Awards.



**Andy Headington, CEO, Adido**

As CEO of Adido, Andy has a vast knowledge of all areas of digital marketing and is a regular blogger, contributor and presenter on all areas of digital. His most specific areas of expertise and interest are search marketing, travel marketing and future innovations in the digital world. Andy's award-winning agency works with numerous travel companies and tourist attractions across the UK. Andy has presented at numerous leading industry events including The British Travel & Tourism Show, Travolution European Summit and the TTG Luxury Summit. He is a member of ITT and has also presented at industry events such as SES, SASCon, UK Search Awards, SMX, UK Search Awards and Digital Gaggle as well as hundreds of business groups across the UK. He is often asked to comment on digital trends by the likes of Econsultancy, Sky News, The FT, The Guardian, Virgin and The Internet Marketing Podcast.



## Contributor profiles

# ADIDO

At Adido we deliver strategic and performance driven digital marketing campaigns based on insights, knowledge and experience. In a saturated market, there are many challenges for businesses within the travel sector, from smoothing your booking curve, attracting loyal customers to fill your shoulder months, increasing direct bookings, engaging your valuable travel agent partners, or decreasing the frustration of high abandon rates. We pride ourselves on always being at the forefront of our specialism by constantly developing our digital knowledge within all areas of digital marketing, so our clients benefit by staying ahead of the competition. Get in touch with our team on: [hello@adi.do](mailto:hello@adi.do) | +44 (0) 1202 586 300



Global is one of the world's leading Media & Entertainment groups. Europe's largest radio company, Global is home to respected, national market leading media brands broadcasting across the UK on DAB & FM and around the world on Global Player, including Capital, Heart, Classic FM, LBC, LBC News, Global's Newsroom, Smooth, Radio X, Capital XTRA and Gold. Global Player allows listeners to enjoy all of Global's radio brands, award-winning podcasts, and expertly curated playlists, in one place in app, on web and on smart speakers. Global is also one of the leading Outdoor companies in both the UK & Europe, with over 235,000 sites reaching 95% of the UK population. Global's extensive and diverse outdoor portfolio encompasses Transport for London's Underground network, almost all major UK airports including Gatwick, the UK's largest portfolio of roadside posters and premium digital screens in prime locations, as well as the UK's largest network of buses including all major cities. On-air, on Global Player and with our outdoor platforms combined, Global reaches 51 million individuals across the UK every week, including 25 million on the radio alone. Global created and operates DAX (Digital Ad Exchange), the market leader in digital audio advertising and a pioneering platform in programmatic outdoor advertising. The company headquarters is in London's iconic Leicester Square. Ashley Tabor-King OBE is Founder & Executive President, Stephen Miron is Group CEO, Lord Allen is Chairman and James Rea is Director of Broadcasting. Ashley Tabor-King created Global in 2007. [www.global.com](http://www.global.com) @global



# Pure360

Founded in 2001 we are a UK based email and website Marketing Automation provider. We help travel companies recover, re-engage, and inspire consumers at the moments that matter. Our unique combination of best of breed technology and our email maturity model allows us to work with travel marketers to take them on a journey of improving results through implementing cutting edge strategic campaigns. We work with over 1000 brands including Blue Bay Travel, Park Holidays, Lake District Hotels and Visit Blackpool. [www.pure360.com](http://www.pure360.com)

## THE BRIGHTER GROUP



Brighter Group, a FINN Partners company works across every segment of the travel and tourism sector. From inbound to outbound tourism, aviation to hospitality, car rental and trade associations, to ferry and cruise lines and from travel technology to travel insurance there is no area that Brighter hasn't undertaken a successful PR, digital and marketing campaign for a client. Made up of a team of dynamic experts, Brighter Group has been awarded Best PR Agency three years in a row and Best Representation Agency in 2019 & 2020 at the Travel Marketing Awards as well as Best PR Company & Best Representation Company in TTG's Awards and Best Digital Influencer Campaign and Best Tourism Marketing Agency at the ITTAs not to mention Best Digital Campaign at the Corp Comms awards. Brighter's ethos is to work dynamically and inclusively as an extension of a client's team to create compelling campaigns, win awards, generate inspiring coverage to ultimately gain market share and impact the bottom line. [www.brightergroup.com](http://www.brightergroup.com)

## Webinar partner profile



Here to help you-Freshchat with  
WhatsApp Business integration, free for 3 months.

Traditional enterprise software is clunky, expensive and not focused on how you can wow your customers with the ultimate service and experience. At Freshworks, we believe that you deserve better- providing customer-for-life software that's modern, mobile and affordable- enabling you to deliver wow moments to customers all over the world. We work with industry leaders to streamline customer conversations, automate repetitive work and save time- ensuring that teams can collaborate to deliver world class customer engagement.

[www.freshworks.com](http://www.freshworks.com)

